

**RUBIN DECLARATION
EXHIBITS CONTINUED**

Rubin Exhibit 28

Subject: Cloverfield Trailer Plan
From: "Powell, Amy - Paramount" [REDACTED]

To: Arneson, Latham - Paramount; Chiang, Cat - Paramount; Grove, Alyson - Paramount; Hidvegi, Les - Paramount; Keck, Michael - Paramount; Koenig, Paul - Paramount; Lawson, Josh - Paramount; Lester, Judson - Paramount; Morgan, Stephanie - Paramount; Morris, Jamie - Paramount; Powell, Amy - Paramount; Simard, Stephanie - Paramount; Sin, Wayne - Paramount; Springer, Geoffrey - Paramount; Teifeld, Tamar - Paramount; Thurber, Jessica - Paramount; Tipton, Kristina - Paramount; Toth, David - Paramount; Tyldesley, Heath - Paramount; Wahtera, Megan - Paramount; Warman, Bryan - Paramount; Williams, Carrie - Paramount; Worsnup, Mickey - Paramount
Cc: Date: Thu, 08 Nov 2007 18:46:45 +0000

BELOW PLEASE FIND OUR OFFICIAL CLOVERFIELD TRAILER LAUNCH PLAN.

Pls share with PPI & Piracy team.

We will release the trailer exclusively in theaters (with BEOWULF) on Thursday, Nov. 15th

--We will assume audiences will tape the trailer on their own and post it on YouTube - we will NOT issue take-down notices

--We will OFFICIALLY release the trailer on iTunes on Nov. 19 - with an HD version

--We will ship the poster to theaters with the BEOWULF trailer

--We will assume audiences will steal the one-sheet and post it on YouTube - we will NOT issue take-down notices

Amy Powell
Senior Vice President
Interactive Marketing
Paramount Pictures
[REDACTED]

Rubin Exhibit 29

From: Christy Wise.

Sent: 2/20/2008 5:03 PM.

To: [-] Mylan Beauford.

Cc: [-] .

Bcc: [-] .

Subject: Fw: Viral Videos.

----- Original Message -----

From: Nicola, Jessica <Jessica.Nicola@mtvstaff.com>

To: Christy Wise

Sent: Tue Feb 19 22:41:16 2008

Subject: Re: Viral Videos

Sur if u can do it the in cognito way. :)

----- Original Message -----

From: Christy Wise <christyw@fanscape.com>

To: Nicola, Jessica

Sent: Tue Feb 19 20:12:03 2008

Subject: RE: Viral Videos

YouTube is okay to use?

Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/> <<http://fanscape.com/>>

3201 W. Cahuenga Blvd.

Los Angeles, CA 90068

T: 323.785.7789

F: 323.785.7101

Christyw@fanscape.com <<mailto:Christyw@fanscape.com>>

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<<http://www.fanscape.biz/>>

From: Nicola, Jessica [mailto:Jessica.Nicola@mtvstaff.com]
Sent: Tuesday, February 19, 2008 5:03 PM
To: Christy Wise
Subject: Re: Viral Videos

Good to go! Thx!

----- Original Message -----

From: Christy Wise <christyw@fanscape.com>
To: Nicola, Jessica
Sent: Tue Feb 19 18:24:52 2008
Subject: RE: Viral Videos

Let me know when you are ready for us to go out with this.

Also is it okay if we upload it to YouTube when it is ready?

Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/> <<http://fanscape.com/>>

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From: Nicola, Jessica [mailto:Jessica.Nicola@mtvstaff.com]
Sent: Tuesday, February 19, 2008 2:33 PM
To: Christy Wise
Subject: FW: Viral Videos

Is this HG clip ok?

Rubin Exhibit 30

From: French, David - MTV.

Sent: 3/6/2008 5:57 PM.

To: [-] Christy Wise.

Cc: [-] .

Bcc: [-] .

Subject: RE: MTV Video Uploads - Fanscape PR ONLY.xls.

Yeah, we should drive to MTV.com whenever we can as a rule of thumb. It will be interesting to see what VIA says about the youtube... ;)

From: Christy Wise [mailto:christyw@fanscape.com]

Sent: Thursday, March 06, 2008 12:55 PM

To: French, David - MTV

Subject: RE: MTV Video Uploads - Fanscape PR ONLY.xls

We are not posting everything to YouTube. If you tell us that you want us to drive traffic to MTV.com then we will send people there, but otherwise they typically go to YouTube. The only exceptions for us are when we are giving a site an exclusive (i.e. Daily Motion or IFILM) for home page features. If we are trying to be "under the radar" we will not upload videos to the Fanscapevideos YouTube account but will create a different one. We will let you know whenever that happens.

Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/>

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From: French, David - MTV [mailto:David.French@mtvstaff.com]

Sent: Thursday, March 06, 2008 9:43 AM

To: Christy Wise
Subject: RE: MTV Video Uploads - Fanscape PR ONLY.xls

Also, I assume we are posting everything on YouTube, and then using the YouTube links to get our content embedded elsewhere??

From: Christy Wise [mailto:christyw@fanscape.com]
Sent: Thursday, March 06, 2008 12:37 PM
To: French, David - MTV
Subject: RE: MTV Video Uploads - Fanscape PR ONLY.xls

Yeah I can give you a new grid every Monday with the new video additions. I have sent two already – one last week and one this week. Is Monday okay for the next one?

Christy Wise
Sr. Director, Partnership Marketing
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From: French, David - MTV [mailto:David.French@mtvstaff.com]
Sent: Thursday, March 06, 2008 9:33 AM
To: Christy Wise
Subject: RE: MTV Video Uploads - Fanscape PR ONLY.xls

Christy, I'm getting answers for you on this. When do you think you could provide your weekly updates on this... Mondays??

thx

D

From: Christy Wise [mailto:christyw@fanscape.com]
Sent: Friday, February 29, 2008 6:30 PM
To: French, David - MTV; DeGuzman, Jennifer
Subject: MTV Video Uploads - Fanscape PR ONLY.xls

Hi Dave & Jenn,

Attached is the excel grid with the UGC upload URL's for the PR team only. As you can imagine, the marketing team has many many more videos uploaded on 30-50 UGC sites and will be sending their list to Amy in a separate grid. The PR team primarily works with YouTube and IFILM when not sending out the direct MTV links, so our list is much more manageable for the time being.

Everything in the attached grid is currently live. I have only included current or recent campaigns. There are additional MTV videos under the user name (fanscapevideos) on YouTube, but they are from last year.

When we update this grid to send to you weekly - do you want me to include additional videos saved under the same user names attached (FanscapeVideos4U, fanscapevideos, and Snackboard), or can you just get clearance from your legal department for those specific profiles? We will of course send you any URL's and video titles for any clips we upload to different (and less obvious) user names, but if our profiles on IFILM and YouTube are "white-listed" by Viacom, I don't want to continue to add any unnecessary information.

Let me know.

Thanks!

-Christy

Rubin Exhibit 31

From: Allie Wester.

Sent: 11/18/2008 1:05 AM.

To: [-] Pittman, Q.

Cc: [-] Urbont, Ariana; Christy Wise.

Bcc: [-] .

Subject: Fanscape Video Uploads -- 11/17.

Hey Q,

The most recent video upload grid is attached.

Thanks!
Allie

Allie Wester
Coordinator, Digital Communications
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Show Name	Clip Title	User Name
52 Bands/52 Weeks	Janet Jackson Wanted her Car on Her Birthday	fanscapevideos
True Life	MTV True Life, I Need Anger Management	fanscapevideos
Jackass	Jackass Stunt Gone Wrong	FanscapeVideos4U
Jackass	Wee-Man Hot Dog Prank	FanscapeVideos4U
That's Amore	That's Amore Trailer	FanscapeVideos4U
That's Amore	That's Amore V-Day Message	FanscapeVideos
ABDC	America's Best Dance Crew Episode 1 Performances	fanscapevideos
ABDC	Kaba Modern on America's Best Dance Crew	fanscapevideos
ABDC	Iconic Performs on America's Best Dance Crew	fanscapevideos
ABDC	Fysh n Chicks Performs on America's Best Dance Crew	fanscapevideos
ABDC	Live in Color on America's Best Dance Crew	fanscapevideos
ABDC	Femme 5 On America's Best Dance Crew	fanscapevideos
ABDC	JabbaWockeez on America's Best Dance Crew	fanscapevideos
ABDC	Break Sk8 Competes on America's Best Dance Crew	fanscapevideos
That's Amore	That's Amore" Girl Gets Hurt on Show	FanscapeVideos4U
52 Bands/52 Weeks	Exclusive Yelle Video Clip from MTV's 52 Bands/52 Weeks	FanscapeVideos4U
52 Bands/52 Weeks	MTV's 52 Bands/52 Weeks Features Yelle	FanscapeVideos4U
Choose or Lose	Barack Obama Plays Pool with Young Vets	FanscapeVideos4U
52 Bands/52 Weeks	MTV 52 Bands/52 Weeks Flo Rida	FanscapeVideos4U
That's Amore	That's Amore Pool Fight	FanscapeVideos4U
52 Bands/52 Weeks	52 Bands/52 Weeks Flor Rida Rapping	FanscapeVideos4U
52 Bands/52 Weeks	MTV 52 Bands/52 Weeks-Flo Rida	FanscapeVideos4U
That's Amore	"That's Amore" Girl Faints	FanscapeVideos4U
Making the Band	MTV's Making the Band 4 Season Finale: No BitchAssNess	fanscapevideos
The Hills	Lauren's Phone Call	FanscapeVideos4U
The Paper	MTV The Paper -Monday April 14th at 10:30pm ET/PT	FanscapeVideos4U
52 Bands/52 Weeks	Paddy Casey Singing Irish Anthem The Auld Triangle	fanscapevideos
52 Bands/52 Weeks	Paddy Casey is MTV's 52 Bands/52 Weeks Featured Artist	fanscapevideos
The Real World	The Real World Awards Bash - Psychopaths and Insanity	fanscapevideos
The Real World	The Real World Awards Bash - Conflict	fanscapevideos
The Real World	The Real World Awards Bash - No One Likes Each Other	fanscapevideos
The Real World	The Real World Awards Bash - Roommates You Love to Hate	fanscapevideos
The Real World	The Real World Awards Bash - Roommate You Love to Hate	fanscapevideos

URL	Date Live
http://www.youtube.com/watch?v=1MkyLSI-H6Y	2/22/2008
http://www.youtube.com/watch?v=ZtDQ7LCVASE	2/1/2008
http://www.youtube.com/watch?v=b7g9fRbPUuw	2/20/2008
http://www.youtube.com/watch?v=IY9WVHNxUho	2/22/2008
http://www.youtube.com/watch?v=-0-l5uqYI9E	2/14/2008
http://www.youtube.com/watch?v=TxWBxCOq_IE	2/14/2008
http://www.youtube.com/watch?v=pD7HkCkDnyw	2/8/2008
http://www.youtube.com/watch?v=HnndfySZX84	2/7/2008
http://www.youtube.com/watch?v=1qir2xgwcIY	2/7/2008
http://www.youtube.com/watch?v=1qir2xgwcIY	2/7/2008
http://www.youtube.com/watch?v=P9Dli1DirQY	2/7/2008
http://www.youtube.com/watch?v=fJZj6BFjxvl	2/7/2008
http://www.youtube.com/watch?v=jqcUAerkCks	2/7/2008
http://www.youtube.com/watch?v=CUTmKYa-6_s	2/7/2008
http://www.youtube.com/watch?v=Nnt6OfTc2II	2/7/2008
http://youtube.com/watch?v=ZDVTQgMgEi8	3/7/2008
http://youtube.com/watch?v=IoAS7B7JuGs	3/25/2008
http://youtube.com/watch?v=l11M2FafCKw	3/25/2008
http://youtube.com/watch?v=_KnWYnR0mJU	3/20/2008
http://youtube.com/watch?v=f6v4AXCLQRl	3/14/2008
http://youtube.com/watch?v=_fUufAN7Xes	3/14/2008
http://youtube.com/watch?v=fb9R_L_uo2c	3/14/2008
http://www.youtube.com/watch?v=bgW1cBwb3LM	3/7/2008
http://youtube.com/watch?v=mngVxEs1WTQ	3/17/2008
http://www.youtube.com/watch?v=VPmdIBpwIPs	3/10/2008
http://www.youtube.com/watch?v=wexNU-cTruY	3/26/2008
http://youtube.com/watch?v=3iVe1YWVj4	3/28/2008
http://youtube.com/watch?v=iT4DVMA7Zck	3/28/2008
http://www.youtube.com/watch?v=aoQYFvN8JLI	3/28/2008
http://www.youtube.com/watch?v=1KSdAk_hkZM	3/28/2008
http://www.youtube.com/watch?v=3oxic8fANtU	3/28/2008
http://www.youtube.com/watch?v=LDLmLAUQ74A	3/28/2008
http://www.youtube.com/watch?v=WLSfLkyGwjs	3/28/2008

Site	Views To Date
YouTube	29,239
YouTube	3,066
YouTube	153,739
YouTube	954
YouTube	3378
YouTube	801
YouTube	96888
YouTube	237341
YouTube	118552
YouTube	197178
YouTube	129121
YouTube	118006
YouTube	508339
YouTube	82574
YouTube	399
YouTube	7
YouTube	7
YouTube	476
YouTube	1193
YouTube	3756
YouTube	125
YouTube	244
YouTube	556
YouTube	4873
YouTube	242
YouTube	100
YouTube	79
YouTube	54
YouTube	382
YouTube	421
YouTube	257
YouTube	266
YouTube	774

Rock The Cradle	Rock The Cradle-Cast	fanscapevideos
Rock The Cradle	Rock The Cradle-Landon Brown	fanscapevideos
Rock The Cradle	Rock The Cradle-Jesse Blaze Snider	fanscapevideos
Rock The Cradle	Rock The Cradle-Crosby Loggins	fanscapevideos
Rock The Cradle	Rock The Cradle-Lara Johnston	fanscapevideos
Rock The Cradle	Rock The Cradle-Chloe Lattanzi	fanscapevideos
Rock The Cradle	Rock The Cradle-Lucy Walsh	fanscapevideos
Rock The Cradle	Rock The Cradle-Jesse Money	fanscapevideos
Rock The Cradle	Rock The Cradle-Lil B. Sure	fanscapevideos
Rock The Cradle	Rock The Cradle-A'Keiba Burrell	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - LL Cool J	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Three 6 Mafia	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Fat Joe	fanscapevideos
Sean John Fashion Documentary	Diddy Fashion Documentary "If I Were King"	fanscapevideos
Real World Hollywood	Real World Hollywood -Meet the New Cast	fanscapevideos
Human Giant	Human Giant - Meth in Montana	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. - Papparazzi	fanscapevideos
The Paper	MTV's The Paper - Red Carpet	fanscapevideos
The Paper	MTV's The Paper - Dan Surgan Denied Access	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. in the Studio	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. - Jeans	fanscapevideos
The Hills	Mariah Carey and J.J. - Artistic Differences	fanscapevideos
A Shot Of Love 2	The Hills - Heidi & Spencer Bar Fight	fanscapevideos
A Shot Of Love 2	A Shot Of Love 2 With Tila Tequila - Cage Dancing	fanscapevideos
52 Bands/52 Weeks	A Shot Of Love 2 With Tila Tequila - Trailer	fanscapevideos
52 Bands/52 Weeks	Gossip - How to Survive High School	fanscapevideos
52 Bands/52 Weeks	Gossip Prom Performance - Heavy Cross	fanscapevideos
Yo! MTV Raps	Gossip - Ur Mangled Heart	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Famous First Times	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Ladies First	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Freestyles	fanscapevideos
Rock the Cradle	Chloe Lattanzi on Rock the Cradle	fanscapevideos
Rock the Cradle	Crosby Loggins on Rock the Cradle	fanscapevideos
Rock the Cradle	Jesse Snider on Rock the Cradle	fanscapevideos
Rock the Cradle	Jesse Snider's Advice on Rock the Cradle	fanscapevideos

http://www.youtube.com/watch?v=9TUmsYZVpOQ	4/2/2008
http://www.youtube.com/watch?v=jp3CvNyWP8	4/2/2008
http://www.youtube.com/watch?v=qWDace9dUqk	4/2/2008
http://www.youtube.com/watch?v=yWai6cBBHQE	4/2/2008
http://www.youtube.com/watch?v=mU6ygU4y8H4	4/2/2008
http://www.youtube.com/watch?v=tebrN_ydsHU	4/2/2008
http://www.youtube.com/watch?v=pW8WHZAbYuo	4/2/2008
http://www.youtube.com/watch?v=4L1Vzuv4WzU	4/2/2008
http://www.youtube.com/watch?v=j1tbOXhSOeU	4/2/2008
http://www.youtube.com/watch?v=GNJaNfyNnfc	4/2/2008
http://youtube.com/watch?v=k-DE3JkLwk0	4/2/2008
http://youtube.com/watch?v=BR9byAumDel	4/2/2008
http://youtube.com/watch?v=QmRgHa3kOgQ	4/2/2008
http://www.youtube.com/watch?v=w-5FWiZ6404	4/7/2008
http://youtube.com/watch?v=mxrOn-jNywA	4/8/2008
http://www.youtube.com/watch?v=A5-AiREdFZ8	4/11/2008
http://youtube.com/watch?v=gZvbPFjDyPs	4/14/2008
http://www.youtube.com/watch?v=j1FVr2btHsw	4/14/2008
http://www.youtube.com/watch?v=GUUOO3IBShk	4/14/2008
http://www.youtube.com/watch?v=kJb6wk2IZ3I	4/14/2008
http://www.youtube.com/watch?v=_ApmYYIUkM0	4/14/2008
http://www.youtube.com/watch?v=wAMY-llt0_k	4/14/2008
http://www.youtube.com/watch?v=ufi3ebtx3SA	4/15/2008
http://www.youtube.com/watch?v=3OioGVWfT74	4/17/2008
http://www.youtube.com/watch?v=7NFJdJwNgA	4/17/2008
http://youtube.com/watch?v=Iij7qe5PKYc	4/18/2008
http://youtube.com/watch?v=GATIQXDbzPQ	4/18/2008
http://youtube.com/watch?v=yiB8QXcfvPY	4/18/2008
http://www.youtube.com/watch?v=np8ibfgtzFs	4/22/2008
http://www.youtube.com/watch?v=RGKShwfc1A	4/22/2008
http://www.youtube.com/watch?v=y_eJpWqsrss	4/22/2008
http://www.youtube.com/watch?v=Vyiptn6So5A	4/23/2008
http://www.youtube.com/watch?v=FYdR4MqNGHI	4/23/2008
http://www.youtube.com/watch?v=8QQb-R7olys	4/23/2008
http://www.youtube.com/watch?v=CjdTvaDo0oY	4/23/2008

YouTube	17819
YouTube	19,296
YouTube	24,097
YouTube	5998
YouTube	8298
YouTube	44642
YouTube	19536
YouTube	18942
YouTube	7483
YouTube	7915
YouTube	1950
YouTube	1240
YouTube	3929
YouTube	6676
YouTube	14114
YouTube	1245
YouTube	1664
YouTube	506
YouTube	477
YouTube	272
YouTube	799
YouTube	184
YouTube	1373
YouTube	72,998
YouTube	2581
YouTube	221
YouTube	438
YouTube	318
YouTube	928
YouTube	997
YouTube	1231
YouTube	3128
YouTube	405
YouTube	657
YouTube	1140

Rock the Cradle	Landon and Bobby Brown - Rock the Cradle	fanscapevideos
Rock the Cradle	Landon Brown on Rock the Cradle	fanscapevideos
Rock the Cradle	Lara Johnston on Rock the Cradle	fanscapevideos
Rock the Cradle	Lil Al B Sure on Rock the Cradle	fanscapevideos
Rock the Cradle	Lucy Walsh on Rock the Cradle	fanscapevideos
Real World Hollywood	Real World Hollywood - Drunken Arm Wrestling	fanscapevideos
Real World Hollywood	Real World Hollywood - Sarah's Birthday Plans	fanscapevideos
Real World Hollywood	Real World Hollywood - Joey	fanscapevideos
52 Bands/52 Weeks	Gnarls Barkley - A Little Better	fanscapevideos
52 Bands/52 Weeks	Gnarls Barkley - Frisbee	fanscapevideos
MTV EXIT	Radiohead - "All I Need" Video	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Panty Raid	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Panty Raid Backfire	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Sexy School Girls	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Puking	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Making Out	fanscapevideos
52 Bands/52 Weeks	Atmosphere - You	fanscapevideos
True Life	True Life: I Have Schizophrenia	fanscapevideos
52 Bands/52 Weeks	Atmosphere - Lemonade Stand	fanscapevideos
52 Bands/52 Weeks	Atmosphere - Shoulda Known	fanscapevideos
Legally Blonde	Legally Blonde The Musical: The Search For Elle Woods	fanscapevideos
A Shot Of Love 2	Tila Tequila Leak... Kristy's Ass	GossipGirl40
A Shot Of Love 2	Tila Tequila Leak... Lesbian Sandwich	GossipGirl40
The Hills	Audrina and Justin Bobby Look at and Apartment	fanscapevideos
52 Bands/52 Weeks	The Myriad - Don't Let Them See You (Acoustic)	fanscapevideos
52 Bands/52 Weeks	The Myriad - Get On The Plane (Live)	fanscapevideos
52 Bands/52 Weeks	The Myriad - You Waste Time Like A Grandfather Clock (Live)	fanscapevideos
Hottest MC's	Hottest MC's - Teaser	fanscapevideos
Hottest MC's	Hottest MC's - Lil Wayne	fanscapevideos
Hottest MC's	Hottest MC's - Rick Ross	fanscapevideos
52 Bands/52 Weeks	Testament - Practice What You Preach	fanscapevideos
52 Bands/52 Weeks	Testament at Alcatraz	fanscapevideos
2008 MTV Movie Awards	2008 MTV Movie Awards Promo featuring Mike Myers	fanscapevideos
52 Bands/52 Weeks	Usher - What's Your Name	fanscapevideos
52 Bands/52 Weeks	Usher - Forever	fanscapevideos

http://www.youtube.com/watch?v=bb6wEC8ks94	4/23/2008
http://www.youtube.com/watch?v=rU4s3jlURnk	4/23/2008
http://www.youtube.com/watch?v=AYVi2w-k8ac	4/23/2008
http://www.youtube.com/watch?v=psw72k7MEZA	4/23/2008
http://www.youtube.com/watch?v=l1Wx7aMP9sQ	4/23/2008
http://www.youtube.com/watch?v=dAAcGVGAwwU	4/23/2008
http://www.youtube.com/watch?v=oPscN2xSACY	4/23/2008
http://www.youtube.com/watch?v=7ENVtog74o0	4/23/2008
http://www.youtube.com/watch?v=D2WYjMikm1o	4/29/2008
http://www.youtube.com/watch?v=NErt5r2gLv4	4/29/2008
http://www.youtube.com/watch?v=4Dixbr6N8Ro	5/1/2008
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http://www.youtube.com/watch?v=WhKLwr_eOcM	5/2/2008
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http://youtube.com/watch?v=UGFJpm--RW0	5/9/2008
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YouTube	4,964
YouTube	3,767
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52 Bands/52 Weeks	Usher - Moving Mountains	fanscapevideos
True Life	True Life: I Live Another Life On The Web	fanscapevideos
52 Bands/52 Weeks	Weezer - Automatic	fanscapevideos
52 Bands/52 Weeks	Weezer - Greatest Man	fanscapevideos
52 Bands/52 Weeks	Weezer - King	fanscapevideos
52 Bands/52 Weeks	Weezer - Pork and Beans	fanscapevideos
FN MTV	Speidi - FN MTV	fanscapevideos
FN MTV	Spencer & Pete Wentz - Floating Diamonds	fanscapevideos
FN MTV	Spencer & Pete Wentz - FN MTV	fanscapevideos
A Shot Of Love 2	Bo's Broken Jaw	fanscapevideos
A Shot Of Love 2	Jay's Family in Hot Tub	fanscapevideos
A Shot Of Love 2	Brittany Gives Tila a Pickle	fanscapevideos
A Shot Of Love 2	Kristy's Family Dances	fanscapevideos
52 Bands/52 Weeks	N.E.R.D. - Spaz	fanscapevideos
FN MTV	Music Videos Still Exist - Pete Wentz & Heidi Montag	fanscapevideos
52 Bands/52 Weeks	Chad - 52 Bands/52 Weeks ft N.E.R.D.	fanscapevideos
52 Bands/52 Weeks	Shay - 52 Bands/52 Weeks ft N.E.R.D.	fanscapevideos
52 Bands/52 Weeks	Pharell - 52 Bands/52 Weeks ft N.E.R.D.	fanscapevideos
Legally Blonde	Celina's Breakdown	fanscapevideos
Legally Blonde	Cassie's Breakdown	fanscapevideos
FN MTV	Snoop Dogg & Pete Wentz Talk Parenting	fanscapevideos
52 Bands/52 Weeks	No Sunlight - Whirly Ball Performance	fanscapevideos
52 Bands/52 Weeks	"I Will Possess Your Heart" McCarren Pool Performance	fanscapevideos
52 Bands/52 Weeks	Whirly Ball Makes Death Cab A Better Band	fanscapevideos
Legally Blonde	Legally Blonde Pillow Fight	fanscapevideos
ABDC	ABDC - Fanny Pak, Super Crew, Boogie Bots	fanscapevideos
ABDC	ABDC - Lil Mama - Go Hard or Go Home	fanscapevideos
ABDC	ABDC - Xtreme Dance Force	fanscapevideos
Legally Blonde	The Legally Blonde Girls Gang Up On Cassie	fanscapevideos
Legally Blonde	Legally Blonde Dog Training	fanscapevideos
Legally Blonde	Legally Blonde - The Big Scare	fanscapevideos
52 Bands/52 Weeks	Les Artistes	fanscapevideos
52 Bands/52 Weeks	Garage Talk	fanscapevideos
52 Bands/52 Weeks	Creator (Live)	fanscapevideos
From G's To Gents	From G's To Gents Trailer	fanscapevideos

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YouTube	4,088
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FN MTV	No Age on FN MTV	fanscapevideos
FN MTV	TI on FN MTV	fanscapevideos
52 Bands/52 Weeks	Diamond Life	fanscapevideos
52 Bands/52 Weeks	Coconut Juice (Live)	fanscapevideos
52 Bands/52 Weeks	First Timers (Acoustic)	fanscapevideos
Choose or Lose	Choose or Lose VOTE!!	fanscapevideos
Buzzin'	Buzzin' Trailer	fanscapevideos
Choose or Lose	John McCain - Choose or Lose July 4th Message	fanscapevideos
Choose or Lose	Barack Obama - Choose or Lose July 4th Message	fanscapevideos
ABDC	Super Cr3w on America's Best Dance Crew -- Week 3	fanscapevideos
ABDC	Supreme Soul on America's Best Dance Crew -- Week 3	fanscapevideos
Run's House	Run's House Trailer	fanscapevideos
From G's To Gents	From G's To Gents - Creep's Sitdown	fanscapevideos
52 Bands/52 Weeks	Sara Bareilles - Bottle It Up	fanscapevideos
52 Bands/52 Weeks	Sara Bareilles - Gravity	fanscapevideos
Real World Hollywood	The Real World Hollywood - Leaving	fanscapevideos
Real World Hollywood	The Real World Hollywood - Stealing Flowers	fanscapevideos
ABDC	Phresh Select on America's Best Dance Crew -- Week 4	fanscapevideos
ABDC	A.S.I.D.D. on America's Best Dance Crew -- Week 4	fanscapevideos
FN MTV	Daughtry - Family	fanscapevideos
52 Bands/52 Weeks	Pauly Shore, Cisco Adler & Shwayze party	fanscapevideos
52 Bands/52 Weeks	Corona and Lime - Live	fanscapevideos
52 Bands/52 Weeks	Shwayze & Cisco Adler - Crabs	fanscapevideos
ABDC	America's Best Dance Crew - Rhythm Nation - Week 5	fanscapevideos
ABDC	America's Best Dance Crew - Shane & Lil Mama Spat - Week 5	fanscapevideos
FNMTV	FNMTV -- Shwayze -- Corona and Lime	fanscapevideos
FNMTV	FNMTV -- Lesley Roy -- I'm Gone I'm Going	fanscapevideos
FNMTV	FNMTV -- Nelly -- Body On Me	fanscapevideos
FNMTV	Bow Wow and Souja Boy - Marco Polo Sneak Peak	fanscapevideos
Run's House	Run's House - Team Blackout	fanscapevideos
Run's House	Run's House - Passing The Torch	fanscapevideos
ABDC	Super Cr3w on ABDC Week 6	fanscapevideos
ABDC	So Real Cru on ABDC Week 6	fanscapevideos
Choose or Lose	Choose or Lose & Kanye West Present: Homecoming	fanscapevideos
52 Bands/52 Weeks	LL Cool J - Workout	fanscapevideos

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52 Bands/52 Weeks	LL Cool J - I Need Love	fanscapevideos
52 Bands/52 Weeks	LL Cool J - Baby	fanscapevideos
	Hawthorne Heights - FNMTV Clips	fanscapevideos
	All Time Low - Poppin' Sneak Peak	fanscapevideos
	David Banner - Shawty Say Sneak Peak	fanscapevideos
	American Mall -- Madison's Presentation	fanscapevideos
	American Mall -- Get Your Rock On	fanscapevideos
	Making The Band 4 -- Season 3 Trailer	fanscapevideos
	Santogold on FNMTV	fanscapevideos
	ABDC -- Vote for SoRealCru or Super Cr3w	fanscapevideos
	Britney Spears & Russell Brand -- Pinch Me -- 2008 VMAs Spot	fanscapevideos
	Britney Spears & Russell Brand -- Name -- 2008 VMAs Spot	fanscapevideos
	American Mall -- Joey & Janitors Talk About Ally	fanscapevideos
	American Mall -- Dreaming Wide Awake (Ally & Joey)	fanscapevideos
	American Mall -- The New You (Madison & Joey)	fanscapevideos
	American Mall -- Survivor (Ally)	fanscapevideos
	Diddy's Fit Club	fanscapevideos4u
	Danity Kane Dance Practice	fanscapevideos4u
	Kid Rock -- Peace and Quiet	fanscapevideos4u
52 Bands/52 Weeks	Kid Rock -- You Hear That	fanscapevideos4u
52 Bands/52 Weeks	Kid Rock -- The Man	fanscapevideos4u
52 Bands/52 Weeks	Busted - Drunk Driver	fanscapevideos4u
	Busted - Hooker Mix-Up	fanscapevideos4u
	Busted - Taser "OK!"	fanscapevideos4u
	Busted Trailer	fanscapevideos4u
	Britney Spears & Russell Brand -- Pinch Me -- 2008 VMAs Spot	fanscapevideos4u
	Britney Spears & Russell Brand -- Name -- 2008 VMAs Spot	fanscapevideos4u
	ABDC Super Cr3w Flashback (Ep. 3)	fanscapevideos4u
	ABDC -- SoReal Cru Flashback (Ep. 6)	fanscapevideos4u
	Busted -- "Hungry Store" Funny Moment	fanscapevideos4u
	Busted -- "Hungry Store" Serious Moment	fanscapevideos4u
	Russell "Bland" and LL Cool J - 2008 VMAs	fanscapevideos4u
	Busted - "Pink Eye"	fanscapemtv
	Busted - Brandon Clip 2	fanscapemtv
	Busted - Brandon Clip 1	fanscapemtv

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2008 VMAs	Britney Spears & Russell Brand -- Pinch Me -- 2008 VMAs Spot	fanscapemtv
2008 VMAs	Britney Spears & Russell Brand -- Name -- 2008 VMAs Spot	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- Be Connected	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- Life Tips	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- The One	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- Morrissey	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- Make Fun	fanscapemtv
2008 VMAs	2008 MTV VMAs Promo -- Unqualified Host	fanscapemtv
Making the Band	Making The Band 4 -- Episode 3 Trailer	fanscapemtv
FNMTV	Gym Class Heroes -- Cookie Jar Sneak Peak	fanscapevideos
ABDC	SoReal Cru -- Around The World -- ABDC Week 9	fanscapevideos
ABDC	SoReal Cru -- Craze -- ABDC Week 9	fanscapevideos
ABDC	SoReal Cru -- Last Word -- ABDC Week 9	fanscapevideos
ABDC	Super Cr3w -- Around The World -- ABDC Week 9	fanscapevideos
ABDC	Super Cr3w -- Craze -- ABDC Week 9	fanscapevideos
ABDC	Super Cr3w -- Last Word -- ABDC Week 9	fanscapevideos
FNMTV	The Game -- FNMTV	fanscapevideos
FNMTV	Gym Class Heroes -- FNMTV	fanscapevideos
Making the Band	Making The Band 4 -- Episode 3 Trailer	fanscapevideos
From G's To Gents	From G's To Gents - Shotta's Motivation	fanscapevideos
From G's To Gents	From G's to Gents - Helicopter Ride	fanscapevideos
Busted	Busted Sneak Peak - Stolen Items	fanscapevideos
Top Pop Group	Top Pop Group - Jazmin	fanscapevideos
Top Pop Group	Top Pop Group - Brian's Advice	fanscapevideos
Top Pop Group	Top Pop Group - Ju-Tuan	fanscapevideos
Sex... With Mom And Dad	"Sex... With Mom and Dad" Trailer	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Trailer	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Interrogation	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Makeovers	fanscapevideos
Sex... With Mom And Dad	Sex... With Mom and Dad -- No Sex For Jasmin	fanscapevideos
Sex... With Mom And Dad	Sex... With Mom and Dad -- Jasmin's Dad & STDs	fanscapevideos
Man and Wife	Man and Wife Trailer	fanscapevideos
Making the Band	Making the Band 4 -- Season Finale Trailer	fanscapevideos
Celebrity Busts: Ranked	Celebrity Busts: Ranked	fanscapevideos
True Life	True Life: I'm Living Off The Grid	fanscapevideos

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http://www.youtube.com/watch?v=7izK8Wopo2E	8/14/2008
http://www.youtube.com/watch?v=7GyZyuHjj7U	8/14/2008
http://www.youtube.com/watch?v=QgVZY1d5zpQ	8/14/2008
http://www.youtube.com/watch?v=K9wHguq8ZF1	8/14/2008
http://www.youtube.com/watch?v=Ha7B5qhUTXM	8/15/2008
http://www.youtube.com/watch?v=XmRIZq-h6xw	8/15/2008
http://www.youtube.com/watch?v=tUWgxBMmBg8	9/2/2008
http://www.youtube.com/watch?v=SkzIEROgDZQ	9/15/2008
http://www.youtube.com/watch?v=FMydGskdTg4	9/15/2008
http://www.youtube.com/watch?v=PQxgM4iQtOo	9/17/2008
http://www.youtube.com/watch?v=bkxna85vL_Q	9/18/2008
http://www.youtube.com/watch?v=4UgKp2MM7hA	9/18/2008
http://www.youtube.com/watch?v=eLipyDxS7BE	9/18/2008
http://www.youtube.com/watch?v=NR5NP667tn0	9/25/2008
http://www.youtube.com/watch?v=4Q_ZWiRQR2M	9/26/2008
http://www.youtube.com/watch?v=V0FSJRv5Hww	9/26/2008
http://www.youtube.com/watch?v=_6d0xem3ygM	9/26/2008
http://www.youtube.com/watch?v=QrLNd7mki9A	9/29/2008
http://www.youtube.com/watch?v=7UWY61hvygU	9/29/2008
http://www.youtube.com/watch?v=Cn_qeBYpDTM	10/1/2008
http://www.youtube.com/watch?v=PjEG6HD_HR0	10/1/2008
http://www.youtube.com/watch?v=UxtST9qVzFg	10/1/2008
http://www.youtube.com/watch?v=mdKA43k2g00	10/3/2008

YouTube	102
YouTube	185
YouTube	1867
YouTube	1708
YouTube	2054
YouTube	8157
YouTube	8720
YouTube	2576
YouTube	97
YouTube	2594
YouTube	2987
YouTube	4759
YouTube	22986
YouTube	9410
YouTube	5163
YouTube	8200
YouTube	3985
YouTube	2455
YouTube	55
YouTube	41
YouTube	20
YouTube	241
YouTube	1884
YouTube	313
YouTube	747
YouTube	627
YouTube	289
YouTube	173
YouTube	446
YouTube	1449
YouTube	1492
YouTube	205
YouTube	95545
YouTube	309
YouTube	886

Making the Band	Making The Band 4 -- Season 3 Finale	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Man Polo	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Toasts	fanscapevideos
Sex... With Mom And Dad	Sex... With Mom and Dad -- Tiara Icebreaker	fanscapevideos
Sex... With Mom And Dad	Sex... With Mom and Dad -- Chasen Intro	fanscapevideos
The Hills According To Me	The Hills According To Me -- Theme Song	fanscapevideos
The Hills According To Me	The Hills According To Me -- Sneak Peak	fanscapevideos
Making the Band	Live "Making The Band 4" Special	fanscapevideos
Man and Wife	Man and Wife -- Scoops List	fanscapevideos
Man and Wife	Man and Wife -- Scoop Shows How To Cook "Meat"	fanscapevideos
The Hills According To Me	The Hills According To Me -- Promo	fanscapevideos
The Hills According To Me	The Hills According To Me -- Stephanie Is A Main Character	fanscapevideos
The Hills According To Me	The Hills According To Me -- Momentary Tiff	fanscapevideos
The Money & The Power	50 Cent -- The Money & The Power Trailer	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Perez and Paris	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Catfight	fanscapevideos
The Hills	The Hills -- Double Date	fanscapevideos
The Hills	The Hills -- Awkwardness	fanscapevideos
The Hills	The Hills -- Justin Bobby and Audrina Fight	fanscapevideos
The Hills	The Hills -- Justin Bobby and Audrina Dinner	fanscapevideos
The City	"The City" -- Trailer	fanscapevideos
True Life	"True Life: I'm Getting Married 2"	fanscapevideos
Busted	Busted - House Party	fanscapevideos
Busted	Busted - The Smell of Alcohol	fanscapevideos
Busted	Busted - Medical Pot	fanscapevideos
Real World/Road Rules Challenge: The Island	"Real World/Road Rules Challenge: The Island"	fanscapevideos
Total Finale Live	"Total Finale Live" -- *NSYNC's First Performance on TRL	fanscapevideos
Total Finale Live	"Total Finale Live" -- Britney Spears on TRL	fanscapevideos
Total Finale Live	"Total Finale Live" -- Sumo Ryan Reynolds on TRL	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Gameshow	fanscapevideos
Paris BFF	Paris Hilton's My New BFF -- Lady Killer	fanscapevideos
The Money & The Power	The Money and the Power -- Girl Fight	fanscapevideos
Total Finale Live	"Total Finale Live" -- Outkast	fanscapevideos
Total Finale Live	"Total Finale Live" -- Gwen in Vegas	fanscapevideos
Total Finale Live	"Total Finale Live" -- Jack Black Dance Off	fanscapevideos

http://www.youtube.com/watch?v=wnyGqQAXAIA	10/6/2008
http://www.youtube.com/watch?v=h734pLVJ4zl	10/6/2008
http://www.youtube.com/watch?v=FZzZ9aNIu6c	10/6/2008
http://www.youtube.com/watch?v=IsxKIXFRqgE	10/7/2008
http://www.youtube.com/watch?v=RwIEyjKfpQs	10/7/2008
http://www.youtube.com/watch?v=7qVksru5ZKc	10/8/2008
http://www.youtube.com/watch?v=SxqyMtSMYkk	10/8/2008
http://www.youtube.com/watch?v=kFGQ2tU1kNg	10/10/2008
http://www.youtube.com/watch?v=0oG-FpAkVTU	10/10/2008
http://www.youtube.com/watch?v=bpOiitsHUnk	10/10/2008
http://www.youtube.com/watch?v=CrPPzaDG1Xw	10/13/2008
http://www.youtube.com/watch?v=7XmWj_uTQ54	10/13/2008
http://www.youtube.com/watch?v=NpDcljIEW6M	10/15/2008
http://www.youtube.com/watch?v=Gkcd7lxBC7c	10/15/2008
http://www.youtube.com/watch?v=Ipha7Yed1HU	10/20/2008
http://www.youtube.com/watch?v=Z02HhLJMMj0	10/20/2008
http://www.youtube.com/watch?v=AcgdLrw82Lk	10/20/2008
http://www.youtube.com/watch?v=eyz4j1-Ebha	10/20/2008
http://www.youtube.com/watch?v=_Gv9Ceha-Y0	10/20/2008
http://www.youtube.com/watch?v=074zQEJs0iA	10/20/2008
http://www.youtube.com/watch?v=Q27eqPxd_T8	10/21/2008
http://www.youtube.com/watch?v=ne1rO5Seokc	10/23/2008
http://www.youtube.com/watch?v=34bXAyoiBGs	10/23/2008
http://www.youtube.com/watch?v=iUJ0SdwpRqM	10/23/2008
http://www.youtube.com/watch?v=YO2ZPE6ALLo	10/23/2008
http://www.youtube.com/watch?v=YT0Sj8Clw_c	10/24/2008
http://www.youtube.com/watch?v=1kT7pVHgWu4	10/29/2008
http://www.youtube.com/watch?v=RgflOBU_I94	10/29/2008
http://www.youtube.com/watch?v=XK18oiehV7Q	10/29/2008
http://www.youtube.com/watch?v=FQ5YbMPxoxQ	10/30/2008
http://www.youtube.com/watch?v=Hz1C3Mhyg3M	10/30/2008
http://www.youtube.com/watch?v=VhlzF_1gk8o	11/3/2008
http://www.youtube.com/watch?v=Ak2tI2ZDQxc	11/5/2008
http://www.youtube.com/watch?v=86C_462Q61w	11/5/2008
http://www.youtube.com/watch?v=NBm2BsrdtMc	11/5/2008

YouTube	29540
YouTube	4
YouTube	24
YouTube	926
YouTube	1429
YouTube	617
YouTube	3368
YouTube	12807
YouTube	20
YouTube	119
YouTube	35
YouTube	119
YouTube	3667
YouTube	65127
YouTube	66
YouTube	51
YouTube	24
YouTube	15
YouTube	50
YouTube	37
YouTube	17315
YouTube	394
YouTube	157
YouTube	96
YouTube	160
YouTube	550
YouTube	181
YouTube	124
YouTube	110
YouTube	86
YouTube	371
YouTube	15302
YouTube	104
YouTube	48
YouTube	59

The Money & The Power	The Money and the Power -- Sneak Peak	fanscapevideos
My Super Sweet 16	"My Super Sweet 16" -- Christy Learns to DJ Salt-N-Pepa Style	fanscapevideos
My Super Sweet 16	"My Super Sweet 16" -- Soulja Boy Tell'em	fanscapevideos
Total Finale Live	TRL in 60 Seconds	fanscapevideos
Making the Band	Making the Band Studio Fight	SnackBoard
Busted	Busted - Sex At The Beach	fanscapevids
Busted	Busted - Public Urination	fanscapevids
Busted	Busted - Walk The Line	fanscapevids
Busted	Busted -- Prom Party	fanscapevideos
Making the Band	Making the Band 4 -- September 9 Trailer	fanscapevideos

http://www.youtube.com/watch?v=BCIQbz7AnfQ	11/5/2008
http://www.youtube.com/watch?v=AfX7ujANg7s	11/14/2008
http://www.youtube.com/watch?v=gIA162Z4bdE	11/13/2008
http://www.youtube.com/watch?v=lduXQjJlqpQ	11/14/2008
http://www.spike.com/profile/SnackBoard/video/2939932	2/6/2008
http://www.spike.com/video/busted-sex-at-beach/3031676	9/9/2008
http://www.spike.com/video/busted-public/3031678	9/9/2008
http://www.spike.com/video/busted-walk-line/3031684	9/9/2008
http://s429.photobucket.com/albums/q/q20/fanscapevideos/?action=view&current=EP113_VIRAL_09-10.flv	NA
http://s429.photobucket.com/albums/q/q20/fanscapevideos/?action=view&current=Sept9Trailer.flv	NA

YouTube	592
YouTube	203
YouTube	2693
YouTube	1175
YouTube Total Views	4,398,702
Spike	103
Spike	108
Spike	19
Spike	9
Spike Total Views	239
Photobucket	NA
Photobucket	NA
Photobucket Total Views	NA

Rubin Exhibit 32



Broadcast yourself. Watch and share your videos worldwide!

Media Kit

Who We Are

YouTube is the leading destination for online video entertainment. Our video network reaches more than 7 million unique visitors every day, nearly half of which are 18-24 year olds. This passionate and loyal audience contributes to our daily growth by uploading and sharing videos with their friends and family across the web and around the world. YouTube serves up over 10 million videos every day – that's more than 115 videos per second and 6,944 videos per minute. We display more than half a billion pages every month and our email newsletter reaches over 200,000 opt-in subscribers. This media kit outlines the options available to advertisers. If you have questions or would like to discuss a custom marketing solution, please **contact us** and we'll be glad to assist you.

What People Are Saying

Advertising on YouTube is a powerful way to build brand awareness and deliver your message to your target audience. Due to the unique design and viral nature of our site, our users have a high degree of interaction with the content and each other. Instead of having a passive experience, they share, subscribe to, comment on, create playlists around, and identify themselves with the content and advertising. YouTube has already attracted a wide range of content partners and advertisers. Here's what they're saying about us:

"YouTube has proven to be a very effective way to reach customers."

- Bob Jones, VP of Sales, Nike, Inc.



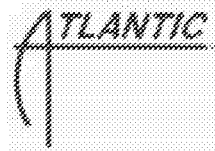
"If you're trying to break a new band you've gotta be on YouTube."

- Joe Smith, VP of Marketing, Warner Brothers Records



"After promoting a new album on YouTube, our online sales went through the roof!"

- Bill Williams, Promotions Director, Atlantic Records



"I believe that the reason YouTube is doing so well versus the other video search services is the viral (and free) nature of the content, combined with its dominant audience of teens and college age adults"

- LeAnn Prescott, Analyst, HitWise



"It's the greatest thing since the Internet. Everybody wants to have an audience for their stuff."

- Steve Silvestri, YouTube user

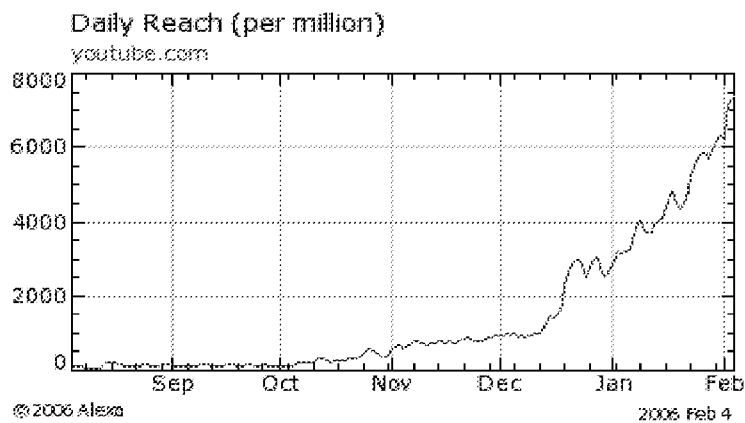
Traffic, Reach, Rank & Market Share

Snapshot of Web Site Traffic February 2006

YOUTUBE TRAFFIC	
Unique Visitors	7,000,000 (daily)
Page Views	550,000 (daily)
Newsletter Members	200,000
Feb-06	

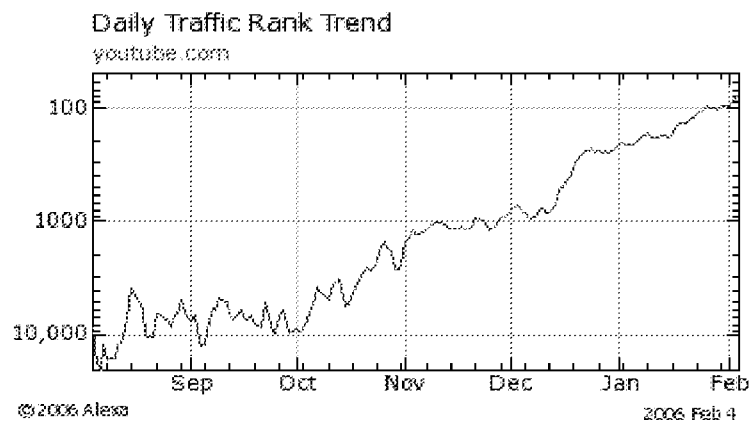
Reach

YouTube currently reaches 7 million unique users a day.



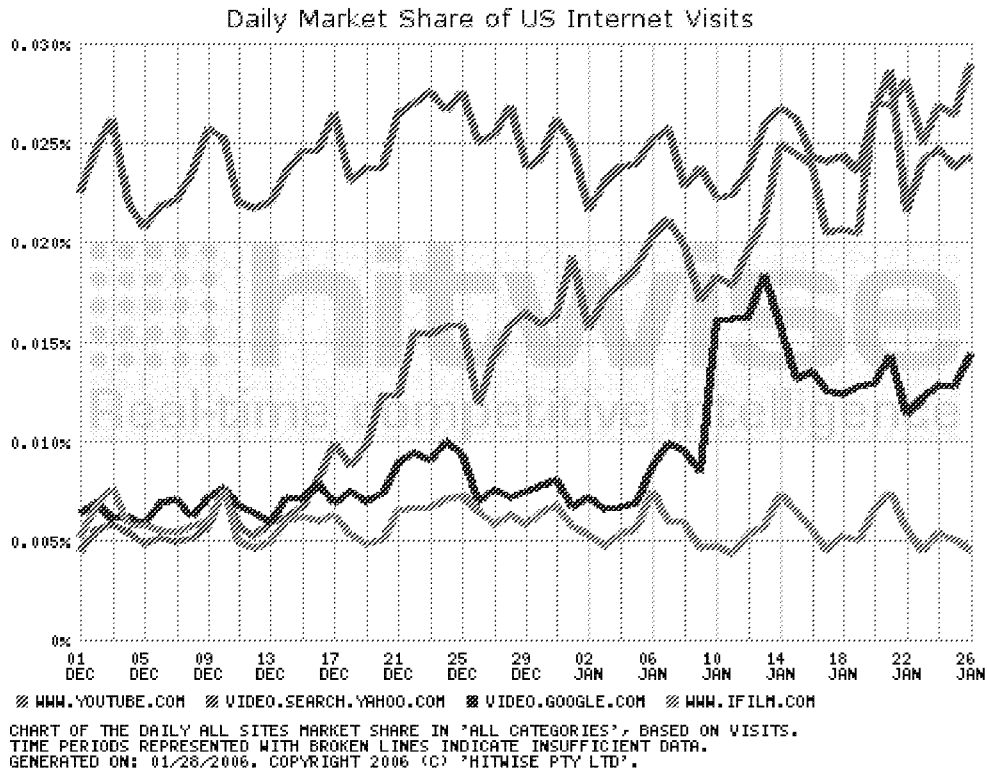
Rank

YouTube has become one of the most popular destinations on the Internet.



Market Share

Serving up tens of millions of videos daily, YouTube has recently surpassed both Google video and Yahoo video in daily market share based on visits.



Audience

More than 7 million people visit www.youtube.com every week. The YouTube community of users is an attractive demographic of young, affluent, trend-setting, social individuals. Typical YouTube users are:

- **18-24 years old (45%)**
- **< 18 years old (24%)**
- **34-49 years old (31%)**
- **Male (59%)**
- **Female (41%)**
- **Affluent (Median HHI = \$75k+)**
- **College Educated (69%)**






YOUTUBE USERS	
6+ years online	75.3%
Online 8+ times a week	82.5%
Broadband Access	85.6%
Shop Online (last 6 months)	67.8%
Purchased Music (last 3 months)	81.2%
Purchased DVD (last 3 months)	76.0%

Source:

Viral Growth / More 18-24 yr olds than Google or Yahoo

For the week ending 1/21/06, 33% of YouTube's visits came from the Net Communities & Chat category, and 17% came from the Email Services category, indicating that YouTube's growth is truly viral.





















Top upstream sites for YouTube, week ending 1/21/06

Domain	Share	
www.myspace.com	17.41%	
mail.yahoo.com	8.17%	
www.google.com	6.53%	
mail.myspace.com	5.21%	
www.hotmail.com	3.66%	

For the week ending 12/24/05, YouTube received much of its traffic from the same categories (Community sites and Email services).

Weekly Upstream 'Computers and Internet' sites to 'YouTube' - 12/24/05

The following list of web sites appeared in 'Computers and Internet' industry rankings by 'sessions' and delivered traffic to 'YouTube'.

Rank	Domain	More	Share
1.	MySpace		11.31% 
2.	Yahoo! Mail		8.73% 
3.	Google		6.32% 
4.	Xanga		4.70% 
5.	My Space - Mail		4.25% 
6.	MSN Hotmail		3.39% 
7.	LiveJournal.com		2.19% 
8.	Yahoo!		1.98% 
9.	Gaiaonline.com		1.22% 
10.	MSN		1.10% 

For the 4 weeks ending 12/24/05, 45% of visitors to YouTube were in the 18-24 age group. Google Video Search and Yahoo! Video Search had fewer young visitors with 24% and 35%, respectively, in the 18-24 bracket.

Industry Research - Television

New York, NY - January 30, 2006) - -- JupiterResearch, a division of Jupitermedia Corporation (Nasdaq: JUPM), revealed that the Internet is becoming the most important medium for a large segment of the American public. According to a new report entitled: "U.S. Entertainment and Media Consumer Survey, 2005," authored by JupiterResearch Analyst Barry Parr, the average online consumer spends 14 hours a week online, which is the same amount of time they watch TV.

Movies & DVD

Music

Cell phones & Wireless

Travel

Automotive

Gaming

Tech

Financial Services

Lifestyles

Ad Placements

Rich Media

Rubin Exhibit 33

To: "Kevin Donahue" <kevin@youtube.com>
From: "Julie Supan" <julie@youtube.com>
Cc:
Bcc:
Received Date: 2006-05-10 23:00:18 GMT
Subject: Fw: wiredset - working together

Sounds like another Deep Focus opp except paid ;)

-----Original Message-----

From: "Grant Johmann" <grant@wiredset.com>
Date: Wed, 10 May 2006 17:19:33
To: <julie@youtube.com>
Subject: wiredset - working together

Hi Julie,

My name is Grant - I work over at Wiredset - an online marketing agency in NYC. We are all huge fans of YouTube and we upload many of our clients videos to the service. Our best performing videos of the moment are a music video from Flyleaf (over 400,000 views) and weekly clips from the new MTV show - Call to Greatness.

My purpose for this email is to introduce myself, say hi, and hopefully get to know you better and work with YouTube at a higher level. We work with every major label and have clients all over the entertainment industry - and we always get video from them specifically for YouTube.

I'd love to chat over the phone about all possibilities of working together. We are a forward thinking company like yours and have limitless potential for marketing ideas.

I'm mostly free on Thursday and Friday - pls let me know what day/time works best for you.

Look forward to hearing from you.

Thanks,

Grant

--

[Grant M. Johmann]
Wiredset LLC
grant@wiredset.com: <mailto:grant@wiredset.com>
212-242-3400

Wiredset
425 W 13th St.
Suite 504
New York, NY 10014

Eighteen
Visions: <<http://myspace.com/eighteenvisions>>

Call to Greatness

As Fast As

Jamie
Foxx: <<http://myspace.com/jamiefoxx>>

Rubin Exhibit 34



-----Original Message-----

From: Kang, Steve (NBC Universal) [mailto:Steve.Kang@nbcuni.com]

Sent: Wednesday, June 21, 2006 6:48 PM

To: heather gillette

Subject: Nobody's Watching clips

Heather,

You may have seen recent press coverage relating to an NBC-owned television pilot titled "Nobody's Watching" which is currently on YouTube. (The first of the three-part video is: <http://www.youtube.com/watch?v=uEYCN3hVTYI>.) In order to avoid any confusion or misunderstanding, I wanted to make sure you are aware that NBC is permitting YouTube to host this content, so that there is no need for you to remove it until NBC expressly requests its removal.

As always, feel free to contact me with any questions.

Regards,

Steve Kang

Rubin Exhibit 35

[Home](#)
[Videos](#)
[Channels](#)
[Shows](#)

[Create Account](#) or [Sign In](#)

[Subscriptions](#)
[History](#)
[Upload](#)

Nobody's Watching Part 1

0:29 / 9:12

★★★★★ 8,451 ratings
1,534,914 views

[Favorite](#)
[Share](#)
[Playlists](#)
[Flag](#)

[Facebook](#)
[Twitter](#)
[MySpace](#)
[\(more share options\)](#)

Statistics & Data

Video Responses (0)
[Sign in to post a Video Response](#)

Text Comments (2,784)
[Options](#)
[Sign in to post a Comment](#)

[ninoisagod](#) (1 day ago)

what happened 2 u guys?! i miss your videos

[laurenabbytogether](#) (6 days ago)

cool sub me

[MrBuddyrowe25](#) (2 weeks ago)

gotta love these hilarious moments

came across a good site the other day to watch fg at
alturl[dot]com/t4fj

[JohnHardyTV](#) (3 weeks ago)

yes

[Comment\(s\) marked as spam](#) [Show](#)

[dragonfishing](#) (2 months ago)

meh their bitching about tv sucking so bad maybe they should of focused on making a funny show this is just as shit every thing else thats on and not worth watching

[Comment\(s\) marked as spam](#) [Show](#)

[zzpriest](#) (2 months ago)

I'd call my dad if I had one! LOL

Showing 10 of 2,784 comments
[Show More Comments](#)
[View All 2,784 comments](#)

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[Join YouTube](#) for a free account, or [sign in](#) if you are already a member.

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Language: [English](#)
Location: [Worldwide](#)
Safety mode: [Off](#)

impytherap
June 09, 2006
[\(less info\)](#)

[Subscribe](#)

his is a pilot produced for the WB by the writers of Scrubs and Family Guy. it's very funny, very different, and deserves to be seen by all.

Category: [Entertainment](#)

Tags: [scrubs](#) [family guy](#) [nobody's watching](#) [pilot](#)

URL: <http://www.youtube.com/watch?v=uEYCN3hV>

Embed: `<object width="425" height="344"><param n=`

More From: impytherap

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[pogobat](#)
Featured Video

Nobody's Watching Part 2
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[impytherap](#)

Nobody's Watching OK Go
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Nobody's Watching on Scrubs!
73,457 views
[MegaLamb](#)

Nobody's Watching "Friends"
1,896,622 views
[impytherap](#)

Nobody's Watching Soda and Candy Experiment #4
1,314,471 views
[impytherap](#)

(MV) Wonder Girls "NoBody" [원더걸스 노바디]
1,043,706 views
[utamaru](#)

Rubin Exhibit 36

September 13, 2006

The Lonelygirl That Really Wasn't

By **VIRGINIA HEFFERNAN** and **TOM ZELLER Jr.**

A nearly four-month-old Internet drama in which the cryptic video musings of a fresh-faced teenager became the obsession of millions of devotees — themselves divided over the very authenticity of the videos, or who was behind them or why — appears to be in its final act.

The woman who plays Lonelygirl15 on the video-sharing site YouTube.com has been identified as Jessica Rose, a 20-ish resident of New Zealand and Los Angeles and a graduate of the New York Film Academy. And the whole project appears to be the early serialized version of what eventually will become a movie.

Matt Foremski, the 18-year-old son of Tom Foremski, a reporter for the blog Silicon Valley Watcher, was the first to disinter a trove of photographs of the familiar-looking actress, who portrayed the character named Bree in the videos. The episodes suggested Bree was the home-schooled daughter of strictly religious parents who was able to find the time to upload video blogs of her innermost thoughts.

The discovery and the swift and subsequent revelation of other details surrounding the perpetrators of the videos and the fake fan site that accompanied it are bringing to an end one of the Internet's more elaborately constructed mysteries. The fans' disbelief in Lonelygirl15 was not willingly suspended, but rather teased and toyed with. Whether they will embrace the project as a new narrative form, condemn it or simply walk away remains to be seen.

The masterminds of the Lonelygirl15 videos are Ramesh Flinders, a screenwriter and filmmaker from Marin County, Calif., and Miles Beckett, a doctor turned filmmaker. The high quality of the videos caused many users to suspect a script and production crew, but Bree's bedroom scenes were shot in Mr. Flinders's home, in his actual bedroom, typically using nothing more than a Logitech QuickCam, a Web camera that retails for about \$150.

Together with Grant Steinfeld, a software engineer in San Francisco, Mr. Flinders contrived to produce and distribute the videos to pique maximum curiosity about them.

The photographs of the actress, which made it clear that Ms. Rose has been playing Bree in the videos, were cached on Google.

"We were all under N.D.A.'s" Mr. Steinfeld said, referring to non-disclosure agreements the cast — and their friends — were asked to sign to preserve the mystery of Lonelygirl15. "They had a lawyer involved," he said. "My first impression was like, wow, can this be legitimate? Is this ethical? I was very concerned about that in the beginning."

But after he came to understand the project, Mr. Steinfeld said, he came to believe that something truly novel

was at hand. "They were like the new Marshall McLuhan."

Mr. Flinders and Mr. Beckett obscured their location by sending e-mail messages as Bree from various Internet computer addresses, including the address of Creative Artists Agency, the Beverly Hills talent agency where the team is now represented. Amanda Solomon Goodfried, an assistant at the agency, is believed to have helped Mr. Flinders and Mr. Beckett conceal their identities. Moreover, Ms. Goodfried's father-in-law, Kenneth Goodfried, a lawyer in Encino, filed to trademark "Lonelygirl15" in August.

The story of how Mr. Flinders, Mr. Beckett and Ms. Rose were discovered in spite of their efforts to hide, and prolong the mystery, sheds light on the nature of online wiki-style investigations and manhunts. When Mr. Steinfeld's dummy site, which had been set up before the first Lonelygirl15 video was even posted, struck users as suspicious and unsupervised — Mr. Steinfeld says he grew tired of running it, and dropped out of the project — fans set up their own site devoted to Lonelygirl15, which soon attracted more than a thousand members.

Both sites drew contributions from novelists, journalists, academics, day traders, lawyers, bloggers, filmmakers, video game designers, students, housewives, bored youngsters and experts on religion and botany. In the cacophony of conjecture, analysis, close-readings, jokes, insults, and distractions, good information sometimes surfaced.

Last month, a Lonelygirl15 fan discovered and posted a trademark application by Mr. Goodfried, which seemed to prove that the videos, which presented themselves as nothing but a video diary, were at least in part a commercial venture. Then, last week, three tech-savvy fans, working together, set up a sting on the e-mail being used by "Bree"; the operation revealed to them the I.P. address of Creative Artists Agency.

On the strength of this information, Mr. Foremski was confident he could find some trace of Bree on the Internet. He was sure that any participant in a semiprofessional production like Lonelygirl15 would have posted pictures somewhere. Sure enough, they had.

Mr. Steinfeld, on learning that Mr. Flinders and Mr. Beckett had been found out, offered his photographs of Ms. Rose as proof of his involvement in the Lonelygirl15 videos. He had been hired to take the pictures on the set at the start of shooting.

The series, which Mr. Flinders and Mr. Beckett plan to continue on a site overseen by them, may play differently with fans now that they know for sure that Bree is an actress. Part of the appeal of the series was that the serious-minded, literate Bree offered an unbeatable fantasy: a beautiful girl who techy guys had something in common with.

On learning that Ms. Rose was an actress whose interests, unlike the scientific and religious issues that fascinated Bree, ran to parties and posing, one fan wrote, "Very cute, but she's really not into Feynmann and Jared Diamond! (I'm heart-broken ...But a wonderful actress, had me fooled into thinking she was a geek like me.)"

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